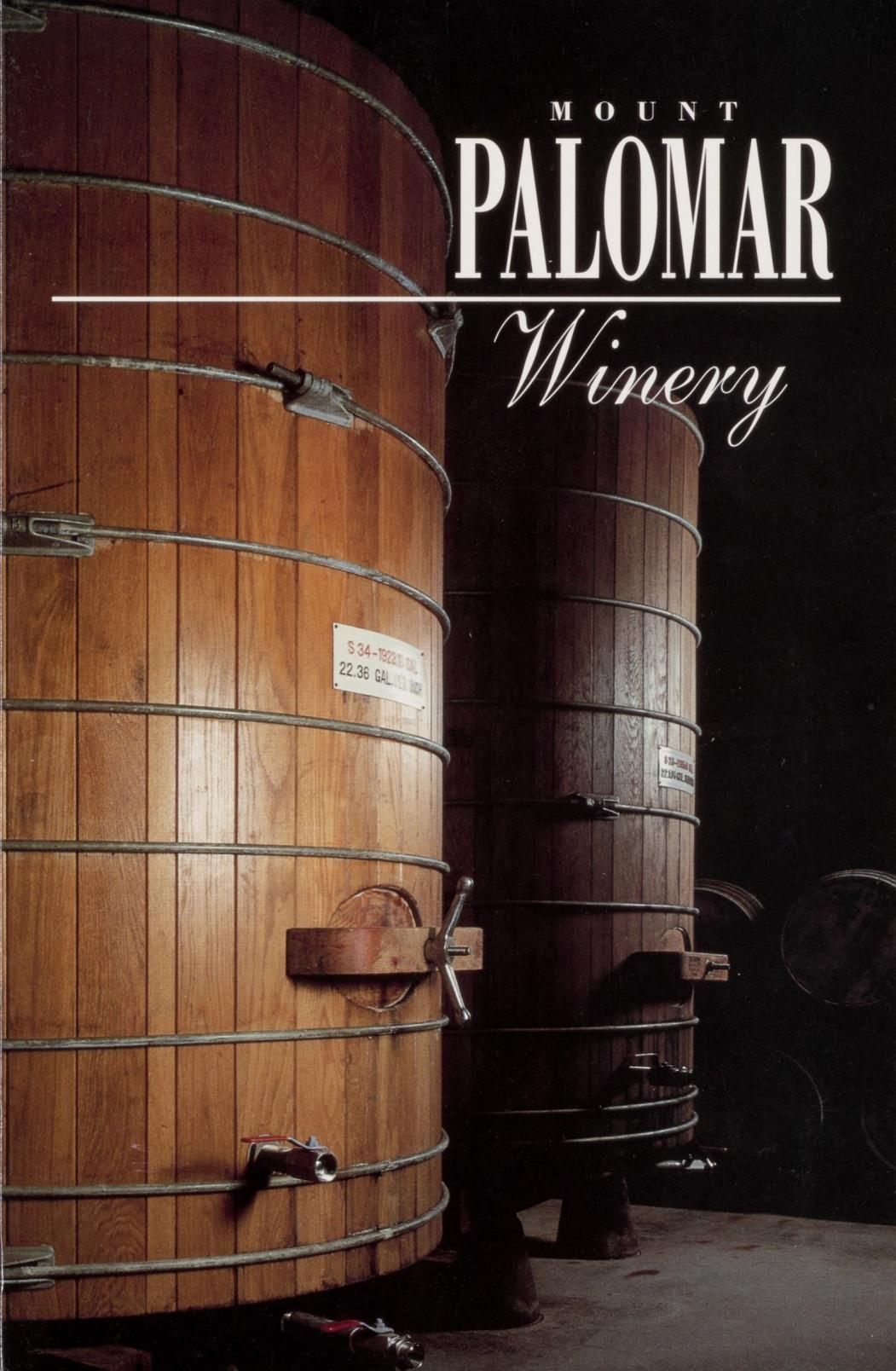


MOUNT
PALOMAR

Winery

S 34-19230 GAL
22.36 GAL 13.28 L

S 32-19230
22.36 GAL





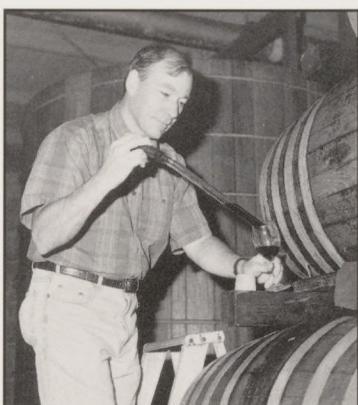
*L*ush vineyards arrayed over rolling hills, rich grapes ripening in the afternoon sun, the rustle of a fresh breeze through the vines is the scene at Mount Palomar Winery, a fine wine estate in Southern California's Temecula wine region.

The Mediterranean climate of Temecula is warm and dry. The hills, covered in chaparral and sage, are similar to parts of Southern France, Spain and Italy. This is not "Napa Valley South" as some have suggested, but a unique location with its own special characteristics and wines. Nowhere is this expressed better than at Mount Palomar Winery.

*F*ounder, John Poole, planted the original vineyards between 1969 and 1974. These were among the first new winegrape plantings in fifty years in Southern California, the birthplace of California wine!

Now John's son, Peter Poole, directs Mount Palomar as the region's first winery under second generation leadership. His innovations are based upon more than twenty years experience in the Temecula wine region. During that time, Mount Palomar has been the leader in experimentation and introduction of new grape varieties. While success has been attained with the typical California grape varieties, more recent plantings have focussed upon the Mediterranean climate varieties of Italy and Southern France, which the winery has shown are especially well suited to Temecula.

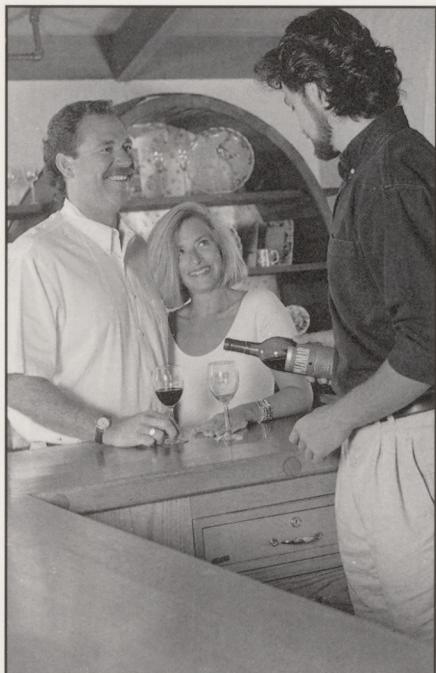
*W*inemaking is under the direction of Etienne Couper, a skilled and respected enologist. Following a graduate degree in winemaking, he worked with some of California's true winemaking legends before joining Mount Palomar. Here he directs an experienced staff in a creative approach that draws upon both specialized modern techniques and centuries old tradition. Each wine is individually handcrafted to develop its own unique flavor and character.



To make wines of full flavor and distinctive character, Mount Palomar's hundred acres of grapevines receive the best of care, using methods only employed by the world's finest vineyards. These include new training techniques, selective leaf removal and crop thinning, where necessary, and the use of infrared technology for irrigation timing. All the vines are hand pruned, trained, and picked for quality.

Mount Palomar Winery produces 14,000 cases of wine annually under three brands: **Mount Palomar** for traditionally popular varieties like Chardonnay, Merlot, Cabernet Sauvignon and Johannisberg Riesling; **Castelletto** for the classic Italian varieties Sangiovese and Cortese; and **Rey Sol** for Mediterranean varietals like Syrah and Rhone style blends.

Mount Palomar Winery maintains an attractive tasting room and grounds, which are open to the public daily (see the back of this brochure for details). **The wines are available through limited wholesale distribution, at the winery, or through mail order by calling: 1-800-854-5177.**



Mount Palomar Winery is in a unique, rural agricultural zone that includes 2,500 acres of vineyards and wineries in addition to citrus groves, avocados, and horse ranches. The area also has recreation lakes, golf courses, and nature preserves open to the public. The nearby town of Temecula has all accommodations and is well known for its Old Town antique shops. The winery is an easy drive from most Southern California locations.

Visitors to Mount Palomar Winery can enjoy a complete wine experience. A visit can include an informative tour of our winemaking facilities – from the vineyards, grape crushing, and barrel aging cellars, to the final bottling process; sampling award-winning wines in our friendly tasting room; plus, browsing through our attractive gift shop displaying stemware, wine and cookbooks, wine art, and other wine related items. Top it off with a leisurely picnic of delicious foods from our **Mediterranean Deli*** and a bottle of Mount Palomar wine. We have several attractive picnic areas, both private and scenic.

WINERY HOURS

October thru March:

10:00 am to 5:00 pm daily

April thru September:

10:00 am to 6:00 pm daily

TOURS

Weekdays:

1:30 and 3:30 pm

Weekends:

11:30 am, 1:30 and 3:30 pm

Group Tours can be arranged; gourmet catering for lunch or dinner by reservation. Organized groups of 20 or more should call at least two weeks in advance.

***Mediterranean Deli operates full service on Friday, Saturday, Sunday, and Monday. Fine packaged deli foods are available Tuesday through Thursday.**



MOUNT PALOMAR WINERY

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